

Message Text

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17

ACTION EB-07

INFO OCT-01 EUR-12 IO-13 ISO-00 AGRE-00 CEA-01 CIAE-00
COME-00 DODE-00 FRB-03 H-01 INR-07 INT-05 L-03 LAB-04
NSAE-00 NSC-05 PA-01 AID-05 CIEP-01 SS-15 STR-04
ITC-01 TRSE-00 USIA-06 PRS-01 SP-02 OMB-01 FEA-01
AF-08 ARA-06 EA-07 NEA-10 OIC-02 /133 W
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R 090708Z DEC 76

FM AMEMBASSY BERN

TO SECSTATE WASHDC 3610

INFO USDEL MTN GENEVA

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EO 11652: NA

TAGS: ETRD MTN SZ

SUBJ: MTN NEGOTIATIONS - SWISS INTERESTS IN TARIFF CONCESSIONS

REF: STATE 264214

1. WE ARE AWARE OF NO PRODUCTS FOR WHICH SWISS MIGHT SEEK
CONCESSIONS BECAUSE OF NEW INVESTMENTS OR LINKS OF INDUSTRY
WITH GOVT.

2. SWISS WATCH INDUSTRY IS NOW SUFFERING LOSS OF OVERSEAS
MARKETS RESULTING FROM UP-VALUATION OF THE FRANC AND
OTHER FACTORS. INDUSTRY IS SEEKING AND MAY EVENTUALLY
OBTAIN GOVT AID IN PROMOTING EXPORTS OF CONVENTIONAL
AND ELECTRONIC WATCHES, WITH PRESSURE FROM CANTONS HARDEST
HIT BY LAYOFFS OF WORKERS.

3. MAKERS OF FOLLOWING PRODUCTS WHOSE SALES HAVE BEEN HIT
HARD BY RECESSION HAVE ALREADY INDICATED DESIRE INCREASE
SALES BY EXPANDING EXPORTS OR, IN SOME CASES, ENTERING
EXPORT MARKET FOR FIRST TIME: MACHINE TOOLS; STRUCTURAL
STEEL (BRIDGES, DOORS, BUILDING ELEMENTS, ETC.); HOME
APPLIANCES (WASHING MACHINES AND DISH WASHERS, ETC.);
CERTAIN AGRICULTURAL MACHINERY (TRACTORS, GRASS CUTTING
MACHINES, LOADERS, ETC.); COMMUNICATIONS AND ELECTRONICS
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EQUIPMENT; HEALTH CARE EQUIPMENT; AND PRODUCTION EQUIPMENT

FOR THE ELECTRONIC INDUSTRY.

4. OTHER SWISS INDUSTRIES WITH EXISTING SIGNIFICANT MARKETS IN THE US FROM WHICH INCREASED EFFORTS TO EXPAND SALES TO US MIGHT BE EXPECTED INCLUDE MAKERS OF SHOES AND BOOTS; COSMETICS, PERFUMES, SYNTHETIC FLAVORS, AND ESSENCES; AND CHEMICALS AND PHARMACEUTICALS, ESPECIALLY BULK VITAMINS.

5. FOR CERTAIN OF PRODUCTS MENTIONED ABOVE (IN PARTICULAR, MACHINE TOOLS AND COMMUNICATIONS AND ELECTRONICS EQUIPMENT), EFFORTS TO SECURE FAVORABLE ENTRY CONDITIONS FOR US MARKET WOULD PROBABLY INVOLVE ATTEMPTS SECURE SALES UNDER OFF-SET AGREEMENT RELATING TO SALE OF US F-5 AIRCRAFT TO SWISS, RATHER THAN THROUGH TARIFF CONCESSIONS.

6. RECENT EFFORTS BY SWISS INDUSTRY AND GOVT TO INCREASE EXPORTS HAVE EMPHASIZED OPENING OR EXPANDING MARKETS IN AREAS PREVIOUSLY OF RELATIVELY LITTLE IMPORTANCE TO SWISS EXPORTS, ESPECIALLY OPEC COUNTRIES, RATHER THAN IN TRADITIONAL MARKETS FOR SWISS GOODS SUCH AS EUROPE AND NORTH AMERICA.

7. THIS SUMMARY IS BASED ON INFO AVAILABLE WITHIN EMBASSY. IN VIEW PROHIBITION PARA 4 REFTL, WE HAVE NOT RAISED QUESTION WITH GOVT OFFICIALS.
DAVIS

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